

# THE FOCUS

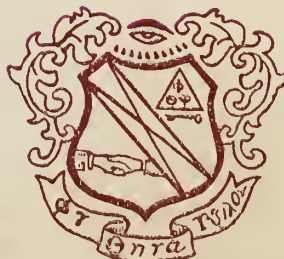


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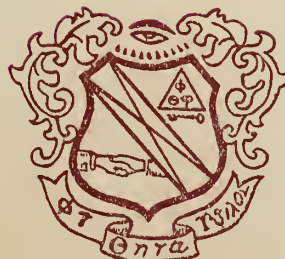
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Northern Illinois College of  
Optometry.  
The focus

DR. DAVID ROSE  
OPTOMETRIST  
120 N. KALAMAZOO MALL  
KALAMAZOO, MICH. 49006

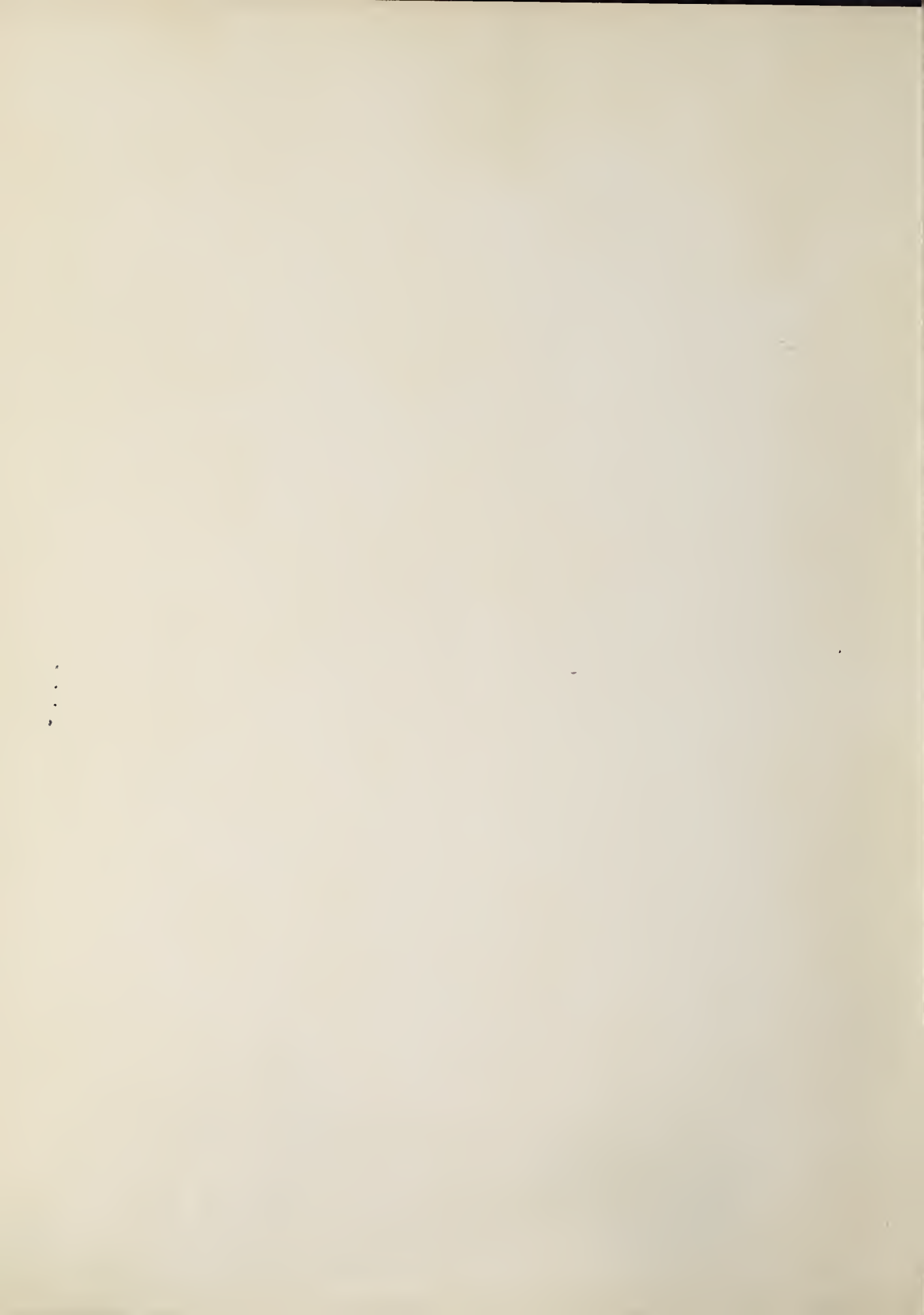




DR. DAVID ROSE  
OPTOMETRIST  
120 N, KALAMAZOO MALL  
KALAMAZOO, MICH. 49006









# THE FOCUS

PRESENTED BY  
THE CLASS OF  
JUNE, 1934

Northern Illinois College of Optometry  
CHICAGO, ILLINOIS

TO YOU  
THE SENIOR CLASS  
OF NINETEEN HUNDRED THIRTY-FOUR

WE, THE STAFF, DEDICATE THIS YEAR  
BOOK. WE HOPE THAT IN THE YEARS  
TO COME THE FOCUS WILL NOT ONLY  
BE DEAR TO YOU AS A REMEMBRANCE  
OF YOUR COLLEGE DAYS, BUT A VALU-  
ABLE ASSET IN YOUR PRACTICE AS A  
SUCCESSFUL AND ETHICAL DOCTOR  
OF OPTOMETRY.

DEAN A. AMBROSE,  
EDITOR-IN-CHIEF.



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R.J.B.





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DR. WILLIAM H. BRAY  
*Practical Optometry*



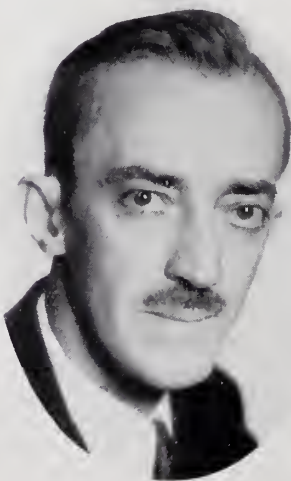
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*Librarian*



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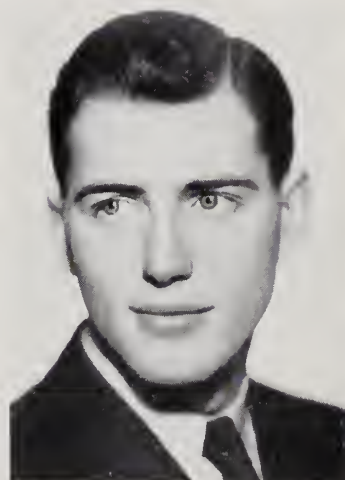
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*Optical Mechanics*

## In Memoriam



This page is dedicated to Brother Dennison H. Beatty, in memory and with a love that will live through eternity, by Alpha Chapter of Omega Delta.

Brother Beatty was taken from this life on April 11, 1934, as the result of an automobile accident.

He was the kind of man of whom everyone was proud to know as his friend. His memory will live and grow throughout this life and become one of the richest treasures that man has ever known — that being the love and friendship of a fellow man.

His academic record was one of which any man would be proud. His attitude toward the welfare of his class and of the college was one which will not be equaled for many years.

His passing leaves an irreplaceable void in the life of all those who knew, and loved, and respected him.

Brother Beatty was born in Austin, Texas, in 1908. After a complete education in the public schools he was graduated from college and entered the field of business. In September of 1933 he entered the Sophomore class of Northern Illinois College. He was pledged to the Alpha Chapter of Omega Delta and was initiated into its mysteries in December, 1933.

It is with a deep, intense feeling of sorrow and solemnity that we attempt to write this humble epitaph:

“Of all things that come to man  
There is only one that will enrich him—  
Make his heart beat with joy,  
And then that is taken away—  
Only the memory lives,  
It is the brotherhood of a fellow man.”

May God rest, and be with you — Brother Beatty.

ALPHA CHAPTER OF OMEGA DELTA.



N  
R.J.B.

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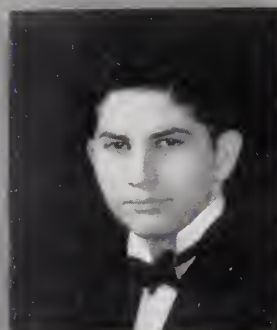
ELDRED H. JENSEN  
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Tomb and Key Vice-President, 4  
Assistant Editor of Focus, 4



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MENOMONEE FALLS, WIS.

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SIDNEY A. FINKLEMAN  
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ALVIN F. LEMONTREE  
South Bend, Ind.  
Mu Sigma Pi  
Scribe, 2  
Pan-Hellenic, 2

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New York, N. Y.

JOHN HILL KOEGEL  
Ft. Wayne, Ind.  
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Chicago, Ill.

LOUIS McANDREW  
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University

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Vice-President, 4  
Tomb and Key  
Pan-Hellenic Council  
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Attended Michigan State and  
University of Detroit

WILLIAM WOLF  
Chicago, Ill.

LESTER ENGEL, LL.B.  
Chicago, Ill.  
Attended University of  
Illinois, Minnesota and North  
Dakota State College

EUGENE ZIENTY  
Chicago, Ill.

## "Settling Down"

DR. W. M. B. NEEDLES

I CAN make no better contribution to this year's FOCUS, I believe, than to reproduce in part a letter I recently received from Dr. Fay McFadden, a practicing optometrist of Rutland, Vt., who comments sensibly as well as pungently upon a topic that is very close to my heart, namely, the disposition of young graduate optometrists to gravitate to the large centers of population.

Insofar as we are able, we here at the College advise our graduates to begin their professional practice in smaller communities; and I do not know of a single case where that advice has been followed without advantage. Of course, many of the young men and women who come to Northern Illinois College have places waiting for them. They take up practice with relatives, for the most part, who have an established clientele. The only influence we attempt to exert upon these is aimed at inspiring them to contribute scientific work and professional ethics to whatever practice they may enter after their graduation. And it has been gratifying in the extreme to note that this influence has had and is having tangible results.

Dr. McFadden opens his letter by criticizing what he calls our "habit of thinking" that the reason young graduate optometrists go into stores and work for their clothes is because they lack capital to buy instruments and open a suitable office.

"I attended the Worcester, Mass., Polytechnic Institute in my early time," writes Dr. McFadden. "I noticed that the men came in from all over New England, and that on graduating they condensed upon the windows right close to the Institute to a far too great degree. They were thus in direct competition with earlier grads and with those immediately following them.

Those who scattered out — midwest, far west and world-wide — were always better off in the long run . . . and in the short run, too.

"It is wrong psychology and damned poor practice for graduate optometrists to 'squat' in the city where they are educated. If they are going to den up in the big cities, they would do far better to select cities far away from pre- and post-competition with fellow grads of the same college. You tell your grads that, and later they will thank you for it."

So I am telling you. And I know you will thank not me but Dr. McFadden if you follow this excellent advice. Here is some more of his idiomatic and forceful language:

"There is no cussed sense in people settling down like sediment in the cities. Professional practice as well as commercial trade is fierce there. It is all cut to sausage, and what you get isn't worth the struggle. Expenses are enormous. The young grad is poverty poor. He can't put his knowledge and skill into practice. He sinks into a mere dollar-chaser, catch-as-catch-can. Soon he loses his vigor, incentive, poise and self-confidence, and goes commercial.

"Dentists find that a population of 1,000 will sustain one practitioner in comfort. Any city of 10,000 is good for ten dentists. More money is spent per home by rural people than by bog-trotters in car-shops, spinning towns, weaving places. The rural people have the best of things. They are not cramped like the city population.

"There is no reason why a young man cannot, with the aid of a compass and a little horse-sense, measure out a place on the map, either in his own state or in a distant one, where there is a town of 10,000 to



20,000 population which is located more miles from a big city than it would pay people to travel. He will find listed from three to ten licensees; but if he walks around and visits them he will probably find them with a loup screwed into their faces, and find that they would not know a toric lens from a cup of oolong tea. Such a place is a picnic for a young man to settle down in, cultivate, establish himself and become well off.

"In such a town he will find that most of the jewelers have paid for their homes, sent a kid or two to college, have a good car and are enjoying life.

"On a recent trip through Maine, New Brunswick and into Nova Scotia, having my usual cat-curiosity, I stopped in every town of any size at all, anchored, and visited every registered man on the entire three-weeks' trip.

"Well, you'd be surprised. There are places lying fallow — fine chances, plenty of them, where a young man who is not a city hound could be rich in a few years, and go 'round the world after Mary had finished college.

"There is room right here in the United States for twice as many grads as you and the other colleges of optometry are turning

out. The Canadian country is rich. They have not begun to scratch it as yet. They are growing, and will continue to grow for a long time. They are virile.

"The young grad who selects a smallish community town need not expend so much on elaborate equipment initially. He can buy a small number of adequate instruments many of them used, rent at low expense, live nicely but not extravagantly and prosper on a meager income, if need be, while getting a toe-hold. If he likes, he may stay there. Or, if he is ambitious, he may use his first sitting as his internship, and move successfully to larger places.

"When we realize that today the motor car brings people from a 100-mile radius — approximately 600 square miles of area — it is not hard at all to pick a county seat or a trade-drainage area, set up the best little office in the kingdom, be independent of cut-throat stores and competition and become real men instead of counter-jumpers and nit-wits."

Thank you, Dr. McFadden, say I. And if you young people heed this timely advice, I verily believe you'll say, "Thank you, Dr. McFadden," also.



## Senior I A



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**Second Row, Left to Right:** Edward H. Brown, Flint, Mich.; Charles Rudnick, Sheboygan, Wis.; Laura Belle Palmer, Morgantown, N. C.; Mildred D. Hanold, Wapakoneta, Ohio; Charlotte E. Black, Detroit, Mich. (Treasurer); Elizabeth T. Kernel, Indianapolis, Ind.; Harriett T. Arneson, Minneapolis, Minn.; Marvin H. Jacobs, Chicago, Ill.; Michael V. Karajoff, Detroit, Mich.; George L. Jacober, Cleveland, Ohio.

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**Sixth Row, Left to Right:** Mike J. Rosenthal, Ann Arbor, Mich.; John J. Rosch, Chicago, Ill.; H. M. Linton, Chicago, Ill.; Aaron Steinborn, Chicago, Ill.; Benj. F. Bratt, Detroit, Mich. (Vice-President); Walter L. Haase, Sedalia, Mo.; Gene CaJacob, Lenia, Ohio; Frederick F. Lott, Hammond, Ind.



## Senior I B



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**Second Row, Left to Right:** Robert C. Brown, Norwood, Ohio; Glenn W. Patch, Portland, Ore.; Sol. J. Rubenstein, Chicago, Ill.; Walter J. Loari., Chicago, Ill.; Samuel C. Udell, Chicago, Ill.; Carl F. Ehrlich, St. Louis, Mo.; Donald N. McLeod, Detroit, Mich.

**Third Row, Left to Right:** Leonard B. Mayer, Chicago, Ill.; David B. Butterfield, Zanesville, Ohio; Walter A. Stadler, Peru, Ind.; Peter S. VanDaeen, Detroit, Mich.; Jesse T. Scott, Bluffton, Ind.; Edgar O. Hubbard, Richmond, Va.; O. H. Foerster, El Campo, Texas.

**Fourth Row, Left to Right:** James M. Miley, Anderson, Ind.; Albert R. Crist, Danville, Ill.; Jerome Horna, Lyons, Ill.; Chas. M. Weaver, Conneaut, Ohio; Isador J. Freid, Dallas, Texas; John K. Schuler, Sistersville, W. Va. (President); Harry B. Sofen, Detroit, Mich.; Kenneth E. Thayer, Evanston, Ill.; Raymond L. Hyde, Cedar Rapids, Ia.; Arthur E. Wescott, Brooklyn, N. Y.

**Fifth Row, Left to Right:** Jerome M. Zack, Detroit, Mich.; William Michel, Cologne, Germany; Woodward A. Reusch, Covington, Ky.; Leland B. Petersen, Harlan, Ia.; Roy F. Stebor, Riverside, Ill.; Max R. Kemski, St. Paul, Minn.; O. P. M. Squires, Chicago, Ill.; Earle B. Needham, Coleman, Tex.; Louis F. Raymond, Newark, N. J.; Nickolas W. Bell, Miami Beach, Fla.; Thomas P. Thompson, Chicago, Ill.; F. C. Stilwill, Manzanola, Colo.; William E. Hayes, Wheeling, W. Va.; William R. Dale, Shelbyville, Ill.



## Optometry Is What You Make It

PROF. E. OCCHIENA, Dean

**T**HIS I say to you graduating seniors who are about to go out and begin practice: **OPTOMETRY IS WHAT YOU MAKE IT.**

You call me "Papa Okey," and you are to me as comrades as well as students; and you look upon me as a funny old fellow who spends all of his time in the classroom and does not know very much about what is going on outside in the field of daily practice.

But this I know:

That when you have a patient in your chair and you stand there taking the history in your white coat, and your instruments are all about you ready for use, **YOU ARE OPTOMETRY.**

You are not John Jones or Richard Smith or Betty Green or Old Man Brown's little boy. No! You are **OPTOMETRY** to that patient. Whatever is practiced in your office is what that patient will go out and thenceforward regard as **OPTOMETRY**; and that patient's concept of optometry will be something for which you and you alone will be responsible.

I say to you, therefore, and to each of you, that optometry is what you make it. If there are things about optometry which you do not like, correct them in your own office and your own practice. If certain practices have earned the contempt of professional men generally, correct them in your own office. If you believe that the welfare of the patient should supersede every other consideration in the mind of the professional man, let the welfare of *your* patient supersede every other consideration in *your* mind.

Let the other fellow practice optometry as he sees fit. You are not responsible for him. You may fervently hope, as I do, that he practices ethically, skillfully, scientifically and professionally, so as to reflect credit

upon his profession and win respect for it. But, after all, *your* job lies within the walls of your own office and if your patients go away with respect for optometry, your full duty will have been performed.

I have never before said this to a graduating class.

I say it now because a new day is beginning to dawn in our profession. I believe I can see more clearly than you what lies ahead. For many years, men have been educated in the laws of optics so that they could go out and fit glasses. Today we are educating men in the physiological and psychological phenomena of human vision so that they can go out and specialize on that most precious of all our senses.

You are entering practice at a wonderful time. Before you have practiced many years, you will see all of the old prejudices under which optometry has suffered in the past crumble away. You will see your splendid vocation coming into a new position among the healing arts, and into a new and fine relationship with the other professions.

It will be a long time, perhaps, before all of the quacks have been banished from the indiscriminate peddling of eyeglasses. Medicine, that old and powerful profession, with years of tradition behind it, still suffers from quackery. But the ethical physician occupies an impregnable position in human society, and commands universal respect and affection. And the ethical optometrist will enjoy those same priceless benefits in direct ratio to the uprightness and decency of his personal conduct.

And now, a word of warning:

You may think, when you march away from this College with your sheepskin in your hand, that you are getting away from fussy old "Papa Okey" and his bossy ways. But you are not—not a one of you! I shall

keep my eyes on you. If you practice as you have been taught, we shall be comrades forever. But if you practice in such a way as to bring shame upon your profession and upon yourself, you will bring shame to Papa Okey and he will not be your comrade!

That would be a terrible thing.

It must not happen! It will not happen

if each one of you will just remember, once in awhile, that Papa Okey is standing in spirit by your side, shaking his finger at you and saying:

"It is what you make it. It is not what the other fellow makes it. It is what you make it — in your office.

"That is what optometry is, "ragazzi miei."

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## The College Library



THE College Library, thanks to its new location, has become a pleasant place in which to spend an hour or so with the Fathers of Optometry and the great writers on the allied sciences. Its atmosphere is tranquil and conducive to that state of mind which we are told is requisite for concentration and study.

We have a total of 615 books on the shelves, and hundreds of pamphlets and magazines on file. The latter include a number of publications sent us each month by the various State Optometric Associa-

tions. Since last September, 70 new volumes have been added, 43 of which were generously donated by members of the faculty, students and interested friends of the College. The circulation of books and magazines per school year is between 2500 and 3,000, which explains why certain popular books are always "out."

I trust it will not be amiss for me to say at this time that I heartily enjoy my duties as librarian and the agreeable contacts they bring me with the student and faculty personnel.

HELEN GROUT, Librarian.



## Freshmen II



**First Row, Left to Right:** Manuel Shpritz, Baltimore, Md.; Charles Lytton, Chicago, Ill.; Julius Richman, Passaic, N. J.; Irene Boyd, Chicago, Ill.; Helen Blaszczenski, Chicago, Ill.; Loraine Lachman, Detroit, Mich.; Margaret Dowd, Salt Lake City, Utah; Glenn Peck, Monticello, Ill.; Austin Pritchard, Jasper, Ind.; Arthur Massey, Chicago, Ill.

**Second Row, Left to Right:** Leon Hoffman, Memphis, Tenn.; Harry Watson, Jr., Jackson, Mich.; Louis Schuman, Louisville, Ky.; Joseph Lehrman, Brooklyn, N. Y.; Richard Welling, Lockland, Ohio; Robert Oswald, Toledo, Ohio; Raymond Bockhorst, St. Louis, Mo.; Alphonse Asiulewicz, Detroit, Mich.

**Third Row, Left to Right:** Arthur Bender, Cincinnati, Ohio; James Norton, Winchester, Tenn.; Ralph Wick, Mitchell, So. Dak.; Bernard Nannings, Lawrence, Kan.; Clifford Minke, Toledo, Ohio; Woodrow Leach, Caney, Kan.; Edward I. Lieberman, Chicago, Ill.; Lamar Pendley, Athens, Ga.; Clifford Lasker, Hackensack, N. Y.; Clifton Owens, St. Louis, Mo.

**Fourth Row, Left to Right:** Andrew Dowd, Los Angeles, Cal.; Le Roy Sanders, Detroit, Mich.; Wendell Williams, Pittsburg, Kan.; Jerome Blumberg, Detroit, Mich.; V. Charles Chmielinski, Chicago, Ill.; Gordon Taylor, Chicago, Ill.

**Fifth Row, Left to Right:** Norman Becker, Detroit, Mich.; John O'Brien, Chicago, Ill.; Frank Lorenz, Oak Park, Ill.; O. P. M. Squires, Chicago, Ill.; William Pfeifer, West Lebanon, Ind.; Raymond Childress, Fowler, Ind.; Gerald Getman, Rock Rapids, Iowa; Norman Fehr, Salt Lake City, Utah; C. Mack Titus, Cheyenne, Wyo.



## Freshmen I



**First Row, Left to Right:** Herman Abel, Newport News, Va.; Meyer L. Keatz, Detroit, Mich.; Jack P. Woodfill, Nevada, Mo.; Robert CaJacob, Lima, Ohio; Bernard Rosen, Chicago, Ill.; Max Abrams, Detroit, Mich.

**Second Row, Left to Right:** Charles W. Blakesley, Atlantic, Ia.; Herbert F. Lenz, Lincoln, Ill.; Ernest A. Heurich, Chicago, Ill.; Benj. Katz, Chicago, Ill.; Joseph Mann, Chicago, Ill.; Lynn From, David City, Nebr.

**Third Row, Left to Right:** Walter F. Kirsten, Paris, Ill.; Robert S. Bloodworth, Biloxi, Miss.; David C. Nelson, Chicago, Ill.; Paul G. Wolff, Chester, Ill.; Richard Robertson, Kansas City, Mo.

**Fourth Row, Left to Right:** Alan A. Bard, New York, N.Y.; Edward T. Kennedy, Evanston, Ill.; Benj. Smargin, Chicago, Ill.; Jack Delassus, Chicago, Ill.; Robert W. Hively, Miami Beach, Fla.; Arnold Gorshow, Denver, Colo.; George E. Phillips, Chicago, Ill.

## Practice Building

W. JEROME HEATHER, O. D.

**P**RACTICE building is never completed. To a professional man, it not only is, but should be, a lifetime job. It must not be considered as a mere business project, but rather the application of a philosophy. You have been presented a rigidly professional concept of Optometry, requiring you to discard anything and everything which is not on the highest ethical plane.

However, in order to acknowledge our awareness of the opposing point of view, let us state frankly the commercial approach. The optical manufacturing companies have served Optometry well through the medium of national advertising. They have made the public eye-conscious, and Optometry appreciates that. Good business requires that they be recompensed by increasing the volume of their business which is accomplished in direct proportion to your sale of glasses. Then, too, practically all of our self-styled economists who are presenting their conception of practice building ideas to Optometry, make their approach through the channels of pure and unadulterated commercialism. They tell you that the consummation of your patient (customer) contact is based upon your ability to sell more or less of different kinds of glasses, as well as upon your ability to sell what they see fit to call "quality." Furthermore, they exert a subtle influence on some of our itinerant educators, so that even these continue the bombardment of Optometry with commercialism under the guise of education, in an endeavor to please the manufacturing interests upon whose support they rely. All of this is good business, and we respect its sincerity. This commercial approach is built entirely upon "direct" selling as opposed to the professional approach which aims to accomplish greater results by "indirect" methods.

In the face of the foregoing, it behooves

you to keep resolutely away from commercialism, and to proceed along the line of your training to build your practice.

With a confidence based on your splendid class attitude, we are certain that you are going to *start* practicing ethically. This practice, of course, can be conducted either upstairs or downstairs. Remember, however, that just as it would be very difficult for you to attempt to practice commercially hidden away in some obscure office building; conversely, it would be equally as hard to practice professionally on the street where barter and trade is the order of the day. *But to practice ethically even on the street has been done, is being done, and if necessary can be done again*—that is, if necessary. It was deliberately said that you would *start* to practice ethically because some of you, due to economic inability, and others, due to an inherent lack of perseverance, will not be able to carry on. It is to the remaining members of the class that our counsel is offered. You now know the nature of a profession in general, and Optometry in particular—its functions, its proper title, its ethical practices, as well as its fees; and you have been encouraged to perfect yourself culturally. These are all fundamental in successful practice building. It remains for this article to suggest several additional factors which are definitely practical and immediately usable. You will find it expedient to have, at least in the beginning, minimum office hours, and to work by appointment. Remember also that it will be wise for you to "bunch" the appointments of the few patients that you secure when starting to build your practice. A dentist known to the writer, for example, on opening his practice, borrowed money enough to purchase the finest of equipment. Then he seated himself, surrounded by his fine equipment, and waited

at first patiently, later impatiently, and at all times prayerfully, for his 'phone to ring or for someone to come in. At last his first patient did come in. After making a preliminary examination, he requested his patient to return, not the next day, but the following Tuesday at 2:00 o'clock. It so happened that on the same day and the next day he received 'phone calls from other folks who had received his announcement and who wanted to try his services. To all these he gave the same answer, after ostentatious deliberation, "I will be able to see you next Tuesday at 2:00 o'clock." When that Tuesday came four or five patients were clustered in his reception room at 2:00 o'clock; and all of them then and there resolved that this man, whose services were in such demand, must thenceforth be their doctor. Now for the sequel to the story. That doctor is J. Donald Stone, dental surgeon of Philadelphia, with his own private hospital, in which patients are hospitalized after their dental treatments for a period of hours or days, as the case may require. Dr. Stone has said that the building of his practice really started with that first Tuesday at 2:00 o'clock.

Minimum office hours allow for something else. They allow you to use the remaining hours in making contacts with clubs and lodges and parent-teacher associations, thereby offering a form of advertising which is at the same time truly ethical and most effective. Now a word as to how this contact should be carried out. These organizations always need new speakers, and they appreciate scientific demonstrations and lectures, because they are interested in the factors which control effective living. It follows naturally that as a professional Optometrist, numerous opportunities may be offered to present yourself as an exponent of the science of better vision. The details of how better vision is to be achieved furnishes ample material for lecture work even with the complete elimination of the subject of "glasses."

Then, too, there are lectures to be given on other subjects of perhaps cultural interest. An Optometrist can thus gain the profound respect of an audience for his liberal and scientific knowledge rather than for his mechanical skill or sales ability. He will thereby make numerous new friends and build up his practice.

Another factor which must be borne in mind is popularly described as "selling yourself." The term is not the most desirable, but its meaning is probably clear to all of us. "Selling yourself" can never be accomplished by the methods which are frequently laid down by "quack psychologists," that is, methods which are comparable to those used in graphology, phrenology, palm-reading, astrology, etc., and which are equally unscientific. The true basis for "selling yourself" lies first in self mastery and its consequent objectivity, that is, knowing yourself and adjusting yourself to others about you. After this has been accomplished, you must then use a great and human understanding of your patients. Every one of you, at different times, has experienced the realization that words and actions have either strengthened or weakened your relationships with some other person. If this person happens to be your patient, the result may be either very beneficial, or very harmful. Therefore, you must see to it that the things you do and say will hold your patients for all of their lives, and will bring even their progeny to you.

There are still other factors necessary in practice building. Sanitation methods, for example, must not only be employed, *but the patient must know* that they are being employed. Then, too, it is possible to employ a certain "finesse" in executing each step of your examination. When smartly done, this persuasively advertises your skill and technique. Sanitation, skill, and technique are strong selling points which it pays to advertise. Another important con-

(Continued on page 56)



## Modern Muscle Theory and Practice

THOMAS G. ATKINSON, M. D.

THE changes that have come over the field of optometric muscle work in the last few years can all be summed up in the basic shift from the optical to the physiological viewpoint. It is no longer sufficient to cover one's record sheets with lens and prism quantities, and figure out some sort of a formula by which these may be brought into mathematical balance. We must record our findings, of course. And we must have units in which to express them. But lens and prism dioptries are meaningless except as they denote neuro-muscular behaviors, which are the real objectives of our investigations and treatments.

For — and here is the real meat in the coconut — co-ordination defects always imply faulty physiology, often actual pathology, and not infrequently perverted psychology. They are never purely optical affairs, as errors of refraction are. Refraction is one thing; co-ordination quite another thing. And this is true even though refractive errors be contributory factors which help to precipitate muscle defects. We must burn our bridges behind us, abandon the last vestige of our old mechanical doctrines, and give ourselves unreservedly to physiological and even pathological conceptions, if we are to conquer the problems of ocular co-ordination.

First, we must apply this concept to the interpretation of our muscle tests. We must get into the habit of translating our optical findings into terms of functional states and behaviors. Especially is this necessary inasmuch as a given optical finding does not always represent the same physiological condition. Tonicity tests must be read in terms of equal or unequal tonus of the opposing muscles; dissociation and physiologic exophoria tests in terms of tonus, associative effect as between ciliaries

and extrinsics, and spasticity or flaccidity of the muscles; ductions as indicating muscle efficiency or inefficiency; recovery points as denoting mental alertness and muscle efficiency; blur-out tests as measures of relative muscle capacity and associative effort; versions as exploring structural integrity, early education, and inhibitions; and so on. And no one finding can be depended upon to solve any muscle problem. Not only must the findings of all the tests be translated into terms of physiology, and assembled into a symptom picture, but this must again be checked by visual field charts, and by other than eye tests, to discover the probable cause of the trouble.

In the matter of treatment the same physiologic principles must be applied. These principles are twofold:

1. Discover and treat the underlying causes.
2. Give the co-ordinating neuromusculature intelligent training.

Such training may be divided into two general classes, which may be called, respectively, physical and physiologic. Physical exercises have for their purpose the improvement of the circulation and nutrition, including the tonus, and consist in repeated contractions and relaxations, not necessarily in any co-ordinate groupings or with any definite objectives. Alternate positive and negative accommodation, rotations, vergences, adductions and abductions are in this group. They have an additional effect beyond the mere improvement of muscle quality, in that they induce the use of a greater number of muscle fibers than the patient is in the habit of employing, thus promoting one phase of muscle efficiency.

The number and variety of physical exercises are necessarily rather limited; and,

inasmuch as all of the purposes of such exercises are served by physiologic training, the cases in which they are specifically indicated are also limited, chiefly to structural and organic defects.

Physiologic exercises have for their object the training of the neuro-muscular mechanism to the more adequate performance of co-ordinated acts, and can again be subdivided into two classes, direct and indirect.

Direct training implies the intensive training of the neuro-musculature to perform some definite co-ordinated task, with the conscious co-operation of the patient's mind, much as we teach a man to handle and swing his clubs in playing golf.

Indirect training consists in tricking the neuro-musculature into co-ordinated action by some exercise having no conscious relation to the real purpose, as when an athlete is set to playing handball to develop his wind and timing.

In a sense, and to a degree, the two classes of exercises have contradictory and even antagonistic features. In direct training, the factors of muscle efficiency are for the time subordinated to the education of the muscles in taking their proper part in the co-ordinated group. It is an intensive and attentive process, in which there is at first necessarily considerable waste of effort and interference with reciprocity. However, as the proper use of the muscles is learned, and repetition develops proficiency, the factors of muscle efficiency come into play — the breaking down of synapse resistance, the establishment of neural pathways, the more and more automatic performance of reciprocity, etc.

In indirect training, almost the reverse of these objectives prevails from the start. The purpose is to take the mind off a mus-

cle performance which has already been learned, to "loosen up" the muscle groups which for various reasons have become muscle-bound and stale. Often this is best accomplished by giving the neuro-musculature a vacation from the function at fault, and exercising it by rapid trickery in other directions, as we take a stale golfer off his game and set him to playing tennis and handball. In this way relaxation of tension is achieved, and automaticity of action and reaction, which are then carried over into the function which was in default.

Each type of exercise has its specific application and contraindication. It is worse than useless to give indirect exercises to a person who has never learned, or who has mis-learned, a co-ordinated act. It is equally irrational to set a stale, muscle-bound patient to the intensive task of direct training. In either case the trouble will only be aggravated. Moreover, muscle functions are normally learned in a certain physiologic sequence, and it is illogical, if not ineffective, to try to teach one muscle function to a person who has not yet properly learned the preceding one in sequence — e. g., to attempt to train a child to fuse who has not properly learned his versions, or who has lost some of his capacity for versions.

To end as we begin, the main point is that muscle findings are nothing more or less than functional symptoms, indicating functional pathology, in the same way that the readings on a blood pressure instrument are indications of functional pathology in the vascular system. They are to be dealt with, not by attempts to balance fractional dioptrics of lenses and prisms, but by seeking the causes for the defects and removing them. They are, in short, physiological data; and, when abnormal, call for physiological interpretation and treatment.

## The Honest Mind

DR. W. D. ZOETHOUT

IN complying with the request of the editors of THE FOCUS for a short article of perhaps passing interest to its readers, I jotted down the heading "Success." After having written one line and looking at the caption once more, its moss-eaten-ness and its hackneyed appearance were most apparent. I realize full well that most of us are merely retailers of second-hand, and even thirty-second-hand, stuff, but we do not like to publish this fact too conspicuously. To entice (or should I be more modern and say "to intrigue") a few readers we paste onto the old wares a new and frequently flamboyant label. Of course, our intentions, in so doing are perfectly honorable and no deception is attempted.

As a result of this second thought (which is frequently one's best thought), "Success" was erased and the above heading substituted; not that this changed the plan of the story one whit.

The outstanding element in success is not an inexhaustible supply of resources, be this money or brains. For the successful negotiations of any line of business money is generally required; to pursue any profession at least a modicum of brains is needed; but given a reasonable amount of either, and one factor that, in my opinion, exercises a more potent influence in reaching the desired goal is an honest mind.

An honest mind is, first of all, a mind that is critical. Like charity, this should begin at home and, therefore, the possessor of this sort of a mind will start to criticize itself. Not that morbid self-examination so much in vogue in certain circles until quite recently, indeed not; but a mind that takes a true inventory of its own stock. This inventory-taking is to most of us not a pleasant task, for the results are not seldom far from satisfactory.

Our mental contents fall into two categories: knowledge, which always appertains to facts, and, second, our beliefs and opinions. The sole characteristic which entitles a belief or opinion to any claim for recognition is its basis upon facts. When in this light we examine the faith that is within us, we find most of it is based upon sand and, perhaps, quick-sand at that. We believe this or that and disbelieve the other thing because of our early environment of home and neighborhood, or because it is most convenient and along the line of least resistance. Having entertained these beliefs for many years we become attached to them, like to the furniture we have lived with for a few decades. Most human beings have a goodly share of inertia; but as our actions are so largely determined by our beliefs, it is incumbent for an honest mind to critically examine them. As opinions must be based upon facts, this leads to the other category of our mental contents—knowledge.

In taking stock of our knowledge we again frequently suffer grievously. How often in our studies we think (guess) that we know and understand the subject under consideration, only to discover, if we but properly investigate, that our knowledge is so extremely hazy and incomplete that it is of little or no value. This taking of an inventory of one's acquisitions is one of the great difficulties of the student. Because of the work it entails and because of its unpleasant results, self-examination is not inviting. But this critical inspection of one's mental equipment may yield rich reward.

Being conscious of deficiencies, the honest mind will be an inquiring mind, seeking knowledge in all the highways and byways, in season and out of season. The inquiring mind is a growing mind and growth is the



essence of youth. Barring pathological conditions affecting the structure of the material machinery which seems to be necessary for mental operations, an inquiring mind never suffers from old age. When that spirit of inquiry has taken full possession, the individual has within him not only the fountain of perpetual mental youth, but also an inexhaustible well-spring of the keenest joy.

An honest mind, being a critical mind, carefully examines as we stated above the doctrines and teachings handed down from father to son during the past ages. He will be very skeptical of opinions commonly held by the great majority of people. History has shown such opinions to be nearly always erroneous. The reason for this is both simple and natural. It is so much easier to believe than to think. To think means to ascertain the facts. Most subjects worthy of an opinion or belief are complex phenomena and it is no small matter to discover all the facts bearing upon it. For this the masses of the people have neither the means, time, nor inclination. And, frequently, having found the facts, they are incapable of drawing conclusions justified by the facts. It is therefore but following the line of least resistance to accept one's opinions and beliefs ready made.

The honest mind, however, refuses to follow such a line of conduct; he breaks away from herd thinking. And as soon as this happens to a man, he has attained and made fast his intellectual salvation; he has gained his spiritual freedom. Of course, this has its disadvantages; men and women have been laughed at and some have been stoned or crucified for this rebellion against mass thinking.

An honest mind, being critical and inquiring, is an open mind, a mind willing and capable of receiving truth. This mind meets new ideas without prejudice or bias. Our personality frequently colors our ideas; the condition of the liver or the state of the

stomach determines our approach to a new problem. The more restricted his mental horizon and the less experience he has in thinking the more his predetermined antagonism to any new idea or the idea held by other people; no array of cogent facts can dislodge him. One of the great aims of education is to enable us, by the greater acquisition of facts and by the greater exercise of our mental powers, to rid ourselves of narrow and provincial prejudices. Prejudices, the great ear-mark of the uneducated mind, has throughout the ages of man's development been the drag in his progress. No honest mind harbors prejudices.

The honest mind must be an open and receptive mind. One of the most disheartening features of a teacher's career is not that he sometimes has to deal with people who have an insufficient mental background or have, perhaps, a somewhat lower intelligence quotient. Being honestly minded, he knows his own limitations and this, let us hope, engenders a charitable feeling toward those of, perhaps, slightly less capacity. No; the people that get a teacher's goat (pardon the ultraclassical) are those with hermetically closed minds. They come to school ostensibly to learn something (not to acquire an education) but by their action and attitude they defy the instructor to pry open their intellectual (?) skulls and pour in of the fullness of his knowledge or experience. We meet such people in almost every walk of life, but to find them occupying the benches of our schools is absurdity raised to the  $n^{\text{th}}$  degree.

The result of an open mind is the ever broadening of our mental horizon; it provides us with a life companion of which we never grow weary; it creates for us a capacity for enjoyment and happiness which is unequalled in all the various spheres and activities of human life. This constitutes one of the greatest factors of success.

## Practical Optometry

DR. CARL F. SHEPARD

**Y**OU who are now beginning to think seriously about Practical Optometry are liable to be confused by the discouraging questions so frequently raised by the now practicing optometrists. One question is: "Is Optometry a Profession?" Another is: "What is wrong with Optometry?" And a third is: "Should Optometrists use medicines to a limited extent?"

I shall take the privilege of one who has practiced optometry for twenty-one years and answer those questions, but I shall preface my answers with a description of that field of human service which you are about to enter.

In calling optometry a field I use an apt metaphor. Lenses were first applied to the aid of human vision about four hundred years ago. At that time the acreage around your home was virgin forest. Some Indians probably lived there, and made their living by picking berries and hunting small game.

In time, some white men came along with superior traps and gunpowder, gathered in most of the game and frightened off the rest of it. The Indians said the field was ruined, and moved on.

In time, lumber men came along and cut down all the big trees. The hunters decided there was something wrong with the field and followed the Indians; but in a little while the lumber men also decided that the field was worked out, and they too moved on.

Finally some farmers discovered the partly cleared land, finished clearing it, and planted this and that. The first crops were all good because the soil was virgin. The wise and the ordinary farmers prospered alike.

Right up to this point, only the timid, the lazy and the downright worthless exploiters of the field failed to find profit in it.

However, in time those farmers who failed to study the soil, fertilize and rotate crops, began to think that something was wrong with the field. Some of them moved on after the lumber men, the hunters and the Indians. Some of them kept right on planting the same crops and howling until they starved. The professional farmers own the field now, or will in the near future, and they will probably stay right there and continue to find it a profit yielding field for many, many generations to come.

It is worthy of observation that each of the sequence of workers in this field found it necessary to continue the practices of his predecessor. The white hunters followed the practices of the Indians, but with the advantage of better equipment. The lumber men probably hunted to have fresh meat with their meals. The first farmers cut the small timber left by the lumber men, and probably found hunting worthwhile. The most modern and successful farmers plant and harvest the same principal crops that were depended upon by the unsuccessful farmers, but they employ better methods, better equipment, watch the markets, and sometimes profit considerably from "side crops."

I know very little of the primitive opticians except what I have learned from the books you have read, or will read. The roving hunters, some Daniel Boones and some sharpshooting poachers, had nearly all moved on when I came into the field of optometry. The lumber men had set up their saw mills before I arrived. But I have watched the first farmers till the virgin soil, and I am now getting a great "kick" out of watching the real farmers, the fellows who will in time own the field, as they study their soil, their markets, and try out the side crops. And the field of optometry is

so vast that many of all those I have described, even a few of the original primitives, are still to be found within it.

Some of the present tenants are seeking new fields of therapy to enter or to annex. Some are simply complaining. But some are learning how to live in the field, and how to keep it fertile.

Optometry is, or is not, a profession according to the optometrist. The professional optometrist has come into the field. He has come to stay, and he will one day own the field.

Nothing is wrong with Optometry, but there is something wrong with the optometrist who does not study the possibilities of optometry, study the requirements of his patients and the slight but important changes constantly accruing in those requirements, brought about by the changes in civilization.

At the present time, optometrists should not use medicine. People have learned that better lens prescriptions can be determined without medicine than with it, and the drift of public preference is certainly away from the "drops" and the "knife" at the present time. It is my opinion that the drift will continue in the same direction until those who use medicine learn how to prescribe lenses better than those who do not use medicine. When will come the turn of that tide depends largely upon how sincerely individual optometrists strive to maintain their present advantage of superior ability to perform a necessary service.

The preceding paragraph intimates that success in optometry depends largely upon the ability to "fit glasses." Let there be no doubt as to my opinion in that respect. The prescribing of lenses to the aid of human vision is certainly the principle crop to be harvested from the field of optometry.

Of the persons less than forty-five years of age, seventy percent either must have glasses, or would find comfort in wearing

them at least a part of the time. Of those between the age "at which life begins" and the beginning of "Life eternal," ninety-nine percent wear glasses.

Three-quarters of those who wear glasses can be fitted with little difficulty. They constitute the principal crop, the "bread and butter patients." The other quarter build reputations.

One failure through carelessness in prescribing for one of the principal crop does more damage than is undone by five successes; unless one is situated in a perpetually virgin field, such as State and Madison, and even there it hurts.

Of the bread and butter patients, only four percent drift into your office. They are attracted by good reputations.

Good reputations are of two sorts. One is the reputation for exceptional ability, the other is the reputation for fair ability and low price. Either sort of reputation must include a reputation for honesty and honorable dealing in order to be considered good.

I have no quarrel with the optometrist who attempts to build his practice on the "price appeal." It is the strongest appeal that can be advertised. That is why it is so universally worked to death by dishonest men in every field of human endeavor. However, I must urge you who are about to enter the field of optometry better equipped than any who have entered it before you, not to use the price appeal. Even better equipped men are coming along right behind you, and less well equipped men are just ahead of you, desperately clinging to the price appeal because they neglected to develop a stronger appeal when they had the chance, and some are using the price appeal as bait. I would urge you to develop and cultivate a reputation for superior ability while you have the chance.

To acquire a reputation for superior ability you need do only two things. Take pains with the bread and butter patients and study the market for side crops when

*(Continued on page 45)*



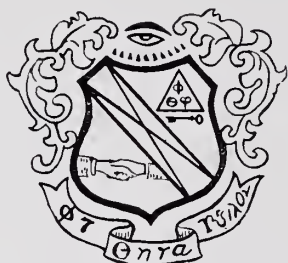
# ORGANIZATION



# Phi Theta Upsilon

Founded at Northern Illinois College September 5, 1925

## ALPHA CHAPTER



Fraternity Colors: *Blue and Gold*

Fraternity Flower: *Red Rose*

### FRATERS IN FACULTATE

DR. W. JEROME HEATHER

DR. JOHN A. ROSS

DR. ALEX S. CAMERON

DR. FRANK N. PARKER

DR. RICHARD FRIED

MR. ALF H. JOHNSEN

### OFFICERS OF 1933

ROBERT R. BRADFORD.....Chancellor  
DONALD W. CONNOR.....Vice-Chancellor  
LELAND B. PETERSEN.....Scribe  
ARMIN P. HILLE.....Exchequer  
J. NICK KIEBEL.....Guard  
THEODORE C. PILLIOD.....Chaplain  
EDWARD C. TEWS.....Librarian  
CHARLES A. STOCKMAN.....Reporter

### OFFICERS OF 1934

ARMIN P. HILLE.....Chancellor  
THEODORE C. PILLIOD.....Vice-Chancellor  
PETER S. VANDUSEN.....Scribe  
JEROME HORNA.....Exchequer  
C. MACK TITUS.....Guard  
ALBERT L. ARANGE.....Chaplain  
ALPHONSE C. ASIULEWICZ.....Librarian  
THOMAS H. COCHRANE.....Reporter

### ACTIVE MEMBERS

Alphonse C. Asiulewicz

James H. Albright

Dean A. Ambrose

Albert L. Arango

Gordon A. Bannerman, Jr.

Eugene W. Beatty

Fred F. Behrmann

Robert R. Bradford

Thomas H. Cochrane

William J. Collings

Donald W. Conner

Theron A. DeRousse

Lynn H. From

Frank Giannantonio

Luciano Gonzalez

Richard E. Gruner

Theodore S. Heinecken

Walter Hasse

Armin P. Hille

Wayne L. Hines

Jerome V. Horna

Edward B. Jones

J. Nicholas Kiebel

M. LeRoy Knutson

John C. Lockard

J. Edward Mackewicz

Clifford C. Miller

Aubrey L. Palmer

Leland B. Petersen

Theodore C. Pilliod

G. A. Rasmussen

Raymond S. Rhodes

Herbert W. Ritzman

Edward W. Schwarz, Jr.

Lawrence S. Scott

Emerson B. Slocum

Hubert E. Slocum

Roy F. Stebor

Charles A. Stockman

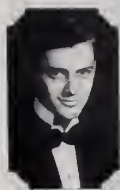
Thomas G. Tate

Edward C. Tews

Peter S. VanDusen

Harry A. Watson

Paul M. Zinke



J.E. MacKewice



L.S. Scott



E.W. Schwartz, Jr.



H.G. Miller



H.R. Krueger



D.A. Pfeiffer



R.C. Graham



H.W. Ritzman



E.W. Beatty



L.W. Hines

# Phi Theta Upsilon

## Alpha Chapter



R.F. Stedman



J.C. Lockard



G.A. Danielson



P.M. Zinke



W. L. Linder



C.A. Stockman



J. H. Hooton



W. W. Linder



T.A. deHoussse



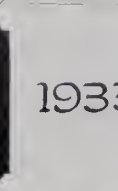
T.H. O'Hare



M.L. Knutson



W. N. A. Edell



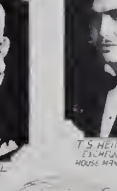
U.G. Peck



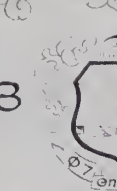
R.R. Bradford



L.B. Petersen



T.S. Heinlken



J.A. Selvidge



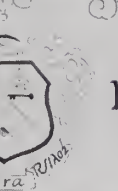
A. Hille



V.M. Dusen



T.S. Heinlken



F.F. Behrmann



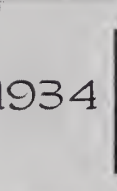
T.C. Pilliod



E.C. Lewis



C.M. Titus



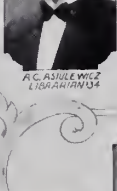
F. Terry



J.H. Albright



A.C. Asulewicz



H. Watson, Jr.



H.E. Palmer



H.E. Slukum



E.B. Jones



E.L. Seuh



S.U. Bernazzani



F.H. Ginnahan



H.E. Slukum



E.B. Slukum

1933

1934





# Omega Delta

Founded Northern Illinois College, May 21, 1917

## ALPHA CHAPTER

Flower: *White Carnation*



Colors: *Royal Purple and Gold*

### FRATERS IN FACULTATE

DR. W. B. NEEDLES  
DR. ERNEST OCCHIENA  
DR. T. G. ATKINSON  
DR. W. D. ZOETHOUT  
DR. C. S. MCGUIRE  
DR. C. F. SHEPARD

DR. W. H. BRAY  
DR. B. T. HOFFMANN  
DR. R. J. GODIN  
DR. J. P. MAHN  
DR. J. W. NEEDLES  
DR. P. N. DEVERE

### OFFICERS, SPRING, 1934

R. M. ABEL.....President  
M. J. SMITH.....Vice-President  
F. HASIAK.....Scribe  
E. R. WHITESIDE.....Treasurer  
J. K. SCHULER.....W. K. I. C.  
E. L. BUTTS.....Chaplain  
N. L. FEHR.....Librarian  
G. N. GETMAN.....Reporter

### OFFICERS, FALL, 1934

J. K. SCHULER.....President  
G. M. BANKS.....Vice-President  
G. N. GETMAN.....Scribe  
L. E. HOLMES.....Treasurer  
E. O. HUBBARD.....W. K. I. C.  
C. F. EHRLICH.....Chaplain  
P. A. VIRANT.....Librarian  
RICHARD ROBERTSON, JR.....Reporter

### ACTIVE MEMBERS

R. M. Abel  
A. N. Abbott  
R. D. Brown  
W. J. Brown  
R. S. Bloodworth  
W. A. Bloodworth  
P. H. Buckholdt  
D. B. Butterfield  
V. Blakemore, Jr.  
G. M. Banks  
E. L. Butts  
D. W. Braham  
R. C. Brown  
P. W. Cable  
G. F. CaJacob  
R. A. CaJacob  
V. C. Chmelinski

W. H. Crumbaugh  
F. A. DeLaMater  
C. F. Ehrlich  
N. L. Fehr  
W. J. Garvey, Jr.  
G. N. Getman  
B. Haddad, Jr.  
C. Hagener  
H. J. Hanold  
F. Hasiak  
A. E. Hicks  
R. W. Hively  
L. E. Holmes  
E. O. Hubbard  
E. T. Jenison, Jr.  
M. V. Karajoff  
E. W. Keefer

W. F. Kiefer  
W. F. Kirsten  
J. H. Koegel  
H. F. Lenz  
M. F. McGuirk  
D. N. McLeod  
B. A. Marcus  
W. Michel  
J. M. Miley  
W. H. Miller  
E. B. Needham  
R. Oswald  
C. E. Owen  
E. Ondrecovich  
F. H. Pardon  
G. W. Patch  
G. M. Peck

R. Robertson, Jr.  
W. A. Reusch  
J. C. Rust  
J. T. Scott  
J. K. Schuler  
J. H. Skilbeck  
M. J. Smith  
H. T. Sowers  
G. A. Taylor  
K. E. Thayer  
J. C. Thomas  
A. A. Toring  
P. A. Virant  
R. D. Weaverling  
E. R. Whiteside  
W. Williams  
J. Woodfill  
P. G. Wolff

ALPHA CHAPTER  
Omega Delta Fraternity

1933 1934

H. FLEZ  
H. E. THAYER  
E. W. DREYER  
H. J. BROWN  
A. E. HICKS  
D. BUTTERFIELD  
P. H. BUCKHOLDT  
F. DE LA MATER  
E. G. HUBBARD  
H. T. SOWERS  
R. OWEN  
W. J. GARVEY JR.  
P. A. VIRANT  
W. H. CRUMBACH  
D. WATSON  
P. G. WOLFF  
J. H. SKILBECK  
B. H. MARCUS  
G. A. TAYLER  
J. T. SCOTT  
W. H. MILLER  
W. MICHEL  
G. M. BOWEN  
R. ROBERTSON JR.  
P. W. HAVELY  
E. T. JENISON JR.  
E. H. WHITE JR.  
F. H. FISHER  
P. H. MURPHY  
M. J. SMITH  
G. M. EATHAM  
G. F. CRABCOB  
R. J. PRITCHARD JR.  
C. E. KELCH  
J. WOODFILL  
L. E. HOLMES  
W. WILLIAMS  
N. L. FEHR  
J. M. SCHULER  
E. L. BUTTS  
P. W. CABLE  
R. J. OSWALD  
B. H. JACOB JR.  
V. C. CHMELINSKY  
P. H. BARTON  
A. H. ABBOTT  
C. W. BLANESLEY  
A. S. BLOODWORTH  
E. W. MEYER SR.  
W. F. MEYER  
A. R. TORING  
E. W. MEYER  
H. J. HAINOLD  
D. H. McLEOD  
V. W. BLANMORE JR.  
C. J. PUST  
D. H. BEATTY  
R. A. CRABCOB  
W. C. KRISTEN  
W. BLOODWORTH  
G. M. PECK  
A. R. HUGHES  
J. H. ROSEGL  
R. J. BROWN  
R. C. BROWN  
J. M. MILEY  
R. W. KENNELING  
D. W. BRADHAM  
M. V. RAPHAEL  
C. H. JENSEN  
L. G. SANDERS  
E. B. NEEDHAM  
J. V. THOMAS

Photo by Maurice Seymour St. Clair Hotel, Chicago

# Mu Sigma Pi

Founded Northern Illinois College, 1931

## ALPHA CHAPTER

Colors: Red and Blue



Flower: Talisman Rose

### HONORARY MEMBERS

S. D. GINSBURG, O.D.  
W. A. MENDELSON, O.D., F.A.A.O.

### ASSOCIATE MEMBERS

EUGENE FREEMAN, A.B.  
I. M. BORISH, B.S., O.D.

### OFFICERS 1933

LESTER J. KURZON.....Chancellor  
MAURICE H. MACK.....Vice-Chancellor  
SAMUEL A. HAUSER.....Scribe  
HERMAN I. BERLIN.....Exchequer  
ABRAHAM BERESH.....Pledge Master  
HARRY A. BERNs.....Chaplain

### OFFICERS 1934

MAURICE H. MACK.....Chancellor  
BENJAMIN T. BRATT.....Vice-Chancellor  
HARRY L. MARDER.....Scribe  
HERMAN I. BERLIN.....Exchequer  
AARON O. STEINBORN.....Pledge Master  
SAMUEL A. HAUSER.....Chaplain

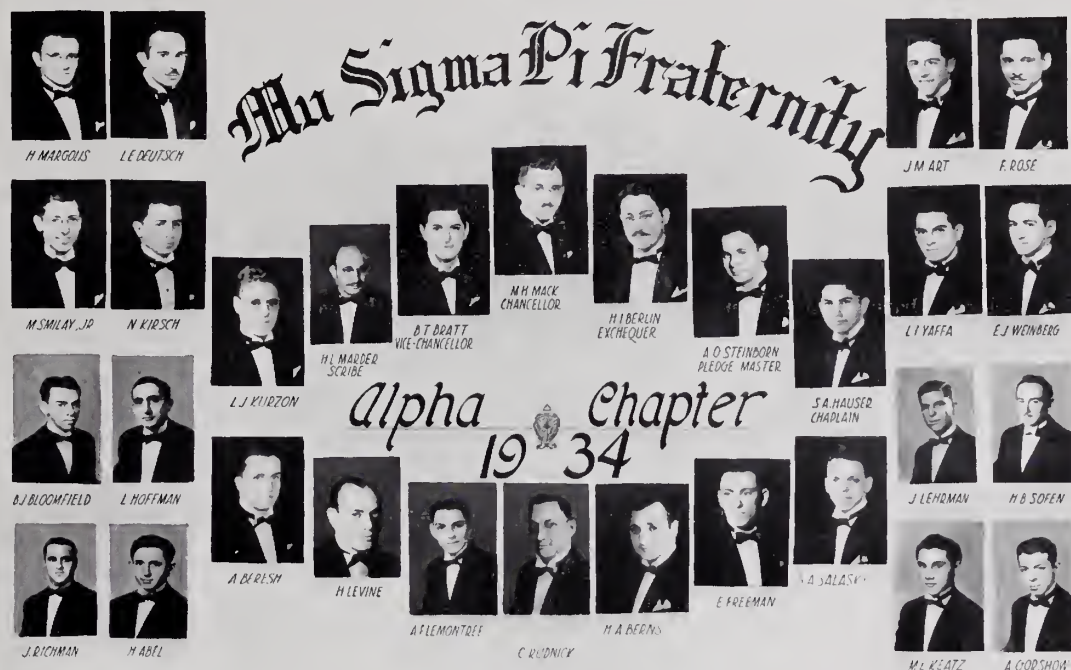
### ACTIVE MEMBERS

Herman Abel  
Jack M. Art  
Abraham Beresh  
Herman I. Berlin  
Harry A. Berns  
Benjamin J. Bloomfield  
Benjamin T. Bratt  
Leopold E. Deutsch  
Isadore J. Fried  
Arnold Gorshow  
Samuel A. Hauser  
George D. Hirsh  
Leon Hoffman

Lee H. Jalonack  
Ben Katz  
Meyer L. Keatz  
Nathan Kirsch  
Lester J. Kurzon  
Joseph Lehrman  
Alvin F. Lemontree  
Herbert H. Levine  
Edward I. Lieberman  
Maurice H. Mack  
Harry L. Marder  
Henry Margolis  
Leonard B. Mayer  
Ben Orenstein

George E. Phillips  
Julius Richman  
Fred Rose  
Sol J. Rubinstein  
Charles Rudnick  
Stanley A. Salasky  
Ben Smargon  
Maurice Smilay, Jr.  
Harry B. Sofen  
Aaron O. Steinborn  
Sam C. Udell  
Edward J. Weinberg  
Lawrence I. Yaffa





The Mu Sigma Pi Fraternity was founded in 1931 at the Northern Illinois College of Optometry by eight undergraduate students who realized the need for such an organization among their group.

The basic principles upon which this fraternity was organized are educational extension, idealistic and moralistic elevation, and the inculcation of ethics in its members' practice of the profession of Optometry.

The usual fraternity social functions are on its program but these are secondary to the above mentioned purposes.

In the short span of its existence, Mu Sigma Pi has made a phenomenal growth, not only in its roster, but also in its activities.

It numbers among its honorary members, Drs. Samuel D. Ginsburg and William A. Mendelsohn, both nationally known in the profession.

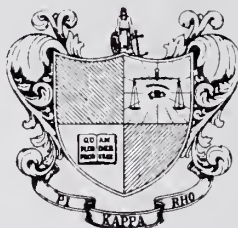
The Fraternity is happy to claim as its associate members such men as Dr. Eugene Freeman, psychologist, and Dr. Irwin M. Borish, highly esteemed authority on Dynamic Retinoscopy.

# Pi Kappa Rho

Founded Northern Illinois College, 1928

## ALPHA CHAPTER

Colors: *Orchid and Green*



Flower: *Iris*

## SORORES IN FACULTATE

LIDA NEEDLES

MIRIAM WALKER BEAUCHAMP, O.D.

## SORORITY MOTHER

MRS. E. OCCHIENA

## OFFICERS OF 1933

DOROTHY CALHOUN ..... *President*  
 GEORGENIA YOUMANS ..... *Vice-President*  
 GENE YOUMANS ..... *Secretary*  
 VIVIAN JEWETT ..... *Treasurer*

## OFFICERS OF 1934

LEONA CROFT ..... *President*  
 EDNA GUSTAFSON ..... *Vice-President*  
 DOROTHY NOTBOHM ..... *Secretary*  
 AIDA JOHNSON ..... *Treasurer*

## ACTIVE MEMBERS

Harriet Arneson  
 Bertha Aserson  
 Elizabeth Black  
 Elizabeth Byerly  
 Dorothy Calhoun  
 Leona Croft  
 Edna Gustafson  
 Dorothy Hall

Mildred Hanold  
 Vivian Jewett  
 Aida Johnson  
 Thelma Kernel  
 Dorothy Notbohm  
 Laura Belle Palmer  
 Georgenia Youmans  
 Ida Potter

# *Pi Kappa Rho Sorority*



DOROTHY NOTBOHM  
SECRETARY



EDNA GUSTAFSON  
VICE PRES.



LEONA CROFT  
PRESIDENT



AIDA JOHNSON  
TREASURER



VIVIAN JEWETT

## *Alpha Chapter*



IDA POTTER

1933



1934



DOROTHY HALL



Mrs. ERNEST OCCHIENA



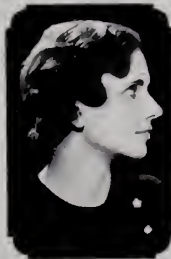
MIRIAM BEAUCHAMP



GEORGENIA YOUNANS



LIDA NEEDLES



ELIZABETH BLACK



LAURA BELLE PALMER



THELMA KERNEL



HARRIET ARNESON



MILDRED HANOLD



ELIZABETH BYERLY

Photo by Maurice Seymour, St. Clair Hotel, Chicago



# Omega Epsilon Phi

Founded at Columbia University in 1920

## GAMMA CHAPTER



Colors:  
Blue and White

## CHAPTER OFFICERS

GEORGE A. WINTERER.....	<i>President</i>	DAVID ROSE .....	<i>Secretary</i>
ROBERT S. LUTZ.....	<i>Vice-President</i>	M. J. ROSENTHAL .....	<i>Treasurer</i>

## CHAPTER MEMBERS

Marvin H. Jacobs	David Rose
Stanley J. Kline	M. J. Rosenthal
Herbert P. Levitt	George A. Winterer
Robert S. Lutz	Louis A. York
Charles M. Lytton	Elmer W. Zarobsky
Louis F. Raymond	James R. Norton, Jr.
Albert S. Majcher	

## NATIONAL HONORARY MEMBERS

Elmer E. Hotaling	Charles Sheard
Charles F. Prentice	James P. C. Southall
E. LeRoy Ryer	Frederick A. Woll

Omega Epsilon Phi, a national optometric fraternity, was founded for the express purpose of further advancing ethical optometry and continuing the progress of the profession. This ideal, having been carried on in the past by capable hands, is now being continued under the supervision of such outstanding leaders as Dr. A. L. Graubart and Dr. William Feinbloom.

## ACTIVE CHAPTERS

ALPHA  
Columbia University  
New York

BETA  
University of Rochester  
Rochester, N. Y.

GAMMA  
Northern Illinois College  
Chicago, Ill.

## Omega Epsilon Phi

**R**EALIZING the need for a real professional optometric fraternity, a group of men convened at Columbia University on April 8, 1920, for the first regular meeting of Alpha Chapter of Omega Epsilon Phi. These men visualized the advantages that a professional fraternity, in school of optometry, might offer. Coupled with this was the ideal of a broadminded brotherhood which would stand out above petty differences of race and creed, leading to the progress and ultimate success of its members. Such a fraternity would not discriminate because of race or religious convictions, its members would be united by a common bond—the desire for the upbuilding and practice of genuinely ethical optometry. These are the basic ideals of Omega Epsilon Phi.

The credit for the organization of Omega Epsilon Phi goes to Doctors Broder, Weiss and Graubart, for it was in their minds that the project of forming this fraternity had its inception.

The fraternity was successful from the start. The Columbia group had a national charter, and was determined to expand. On October 31, 1924, through the efforts of the Columbia body, Beta Chapter was organized by optometric students of the University of Rochester, Rochester, N. Y. In the fall of 1927, through the combined efforts of the established chapters and a group of students at the Northern Illinois College of Optometry, Gamma Chapter was founded. Since that time Gamma has stood foremost in collegiate circles as a leader fraternally and professionally.

Some of America's outstanding men in the profession have been affiliated with this fraternity as honorary members. A few of these are: Andrew J. Cross, James P. C. Southall, Frederick A. Woll, Charles F. Prentice, Charles Sheard, E. LeRoy Ryer and Elmer E. Hotaling. One of the present leading figures in optometry, who has recently added fresh laurels to the profession, Dr. William Feinbloom, is a past member of Omega Epsilon Phi.

### PRACTICAL OPTOMETRY

*(Continued from page 34)*

one of the reputation makers enters your office. You will have more of these reputation makers in your office during the first two or three years of practice than you will have again in any equal period of time. Some of them will become converted to your way of practicing optometry through being more carefully examined than they have ever been examined before. Some of them through a more carefully measured interpupillary distance; and some of them through the side crop of orthoptics.

Finally, let me give you the most practical point in Practical Optometry. Optometry differs from some other professions radically in that financial success in the practice of optometry does not come

through "big cases" and occasionally large fees. Every financially successful optometrist that I know, and I know several, has become successful through ordinary fees received for the most part from ordinary cases.

Let your fees be a nice compromise between what your wife or your mother thinks your services are worth and what the ordinary people in your community can afford to pay. If you find yourself in doubt about what your fees should be, make them somewhat higher than you think your ordinary patients can pay rather than below what your services are worth because once you get started you will find it more difficult to raise your fees than to raise your family.

# Tomb and Key

Founded Northern Illinois College of Optometry, 1931

Colors: *Black and Gold*



Flower: *Red Carnation*

DR. THOMAS G. ATKINSON, *Faculty Sponsor*

## OFFICERS

### JANUARY, 1934

G. M. ROBERTSON ..... *President*  
 T. S. HEINECKEN ..... *Vice-President*  
 I. M. BORISH ..... *Secretary-Treasurer*  
 S. C. KRIEG ..... *Keeper of the Archives*  
 I. KANARCK ..... *Sergeant at Arms*

### JUNE, 1934

H. T. SOWERS ..... *President*  
 E. H. JENSEN ..... *Vice-President*  
 M. H. MACK ..... *Secretary-Treasurer*  
 A. P. HILLE ..... *Keeper of the Archives*  
 J. MOLENAAR ..... *Sergeant at Arms*

### 1934 ROSTER

J. H. Albright  
 D. A. Ambrose  
 R. R. Bradford  
 J. F. Crawford  
 F. De la Mater  
 E. Freeman  
 C. Hagener  
 A. P. Hille  
 E. H. Jensen  
 L. J. Kurzon  
 R. S. Lutz  
 M. F. McGuirk  
 M. H. Mack  
 H. Margolis  
 W. H. Miller  
 J. Molenaar  
 L. S. Scott  
 E. B. Slocum  
 H. T. Sowers

Tomb and Key is an honorary fraternity organized in 1931 by a group of sixteen ambitious fraternity men to provide an incentive for underclassmen to excel in scholarship and citizenship as well as various school activities. Feeling also the necessity for spurring Optometry to its rightful peak among the other professions, they incorporated in their constitution and ritual, passages which they felt certain would forever obliterate unethical practice from the code of its members.

This organization immediately took its place in the affairs of the College, sponsoring student activities of an educational nature. Lectures were provided for the entire student body by men outstanding in the field of Optometry or its allied professions. Not forgetting the importance of the social aspect of student life, Tomb and Key became the sponsors of a semi-annual school dance.

At a general convocation of the student body held once each semester, approximately twenty percent of the male students about to enter the Senior class, who scholastically stand among the highest thirty percent of their class, are ushered through a solemn ritual, and given the token which marks and rewards them in a humble way for their diligent effort and commendable conduct.

As Phi Beta Kappa rewards those outstanding in the pursuit of cultural subjects, and Sigma Xi rewards students for original research in scientific endeavors, so Tomb and Key marks those who are outstanding as students of Optometry.

### 1935 ROSTER

M. Ashkenaze  
 G. M. Banks  
 F. F. Behrmann  
 H. D. Blue  
 B. F. Bratt  
 W. R. Dale  
 C. F. Ehrlich  
 W. Haase  
 F. Hasiak  
 M. R. Kemske  
 W. F. Kiefer  
 F. C. Koch  
 W. J. Lourie  
 H. Marder  
 D. N. McLeod  
 G. W. Pfeleiderer  
 M. J. Rosenthal  
 G. B. Ruby  
 J. T. Scott  
 P. M. Sims  
 H. B. Sofen  
 F. C. Stilwill



## Pan-Hellenic Council

THE Pan-Hellenic Council of Northern Illinois College is an organization composed of three representatives from each Greek letter fraternity at the college. Its function is to govern all fraternal activities concerned with the rushing and pledging of new members and to settle any controversy which might arise among the bodies represented. For this purpose there is a constitution, signed and sealed by each fraternity, wherein are contained the various provisions and stipulations to which the or-

ganizations are pledged, together with penalties for their infraction.

Through the Council, which meets on the first Wednesday of each month, all Greek letter organizations are able to bring their problems pertaining to matters of intra-fraternal relationship before the body, where they may be settled in a manner fair to all and most conducive to fraternal harmony. By pledging itself on its honor to support the Council in all its decrees, each fraternity contributes to a spirit of unity that would otherwise be impossible.

### *Pi Kappa Rho*

LEONA A. CROFT  
ELIZABETH BLACK  
VIVIAN J. JEWETT

### *Omega Delta*

RALPH M. ABEL  
HERBERT T. SOWERS  
HARRY J. HANOLD

### *Phi Theta Upsilon*

ARMAND P. HILLE  
ROBERT R. BRADFORD  
LAWRENCE S. SCOTT

### *Omega Epsilon Phi*

GEORGE A. WINTERER  
DAVID ROSE  
ROBERT LUTZ

### *Mu Sigma Pi*

MAURICE H. MACK  
SAMUEL A. HAUSER  
BENJAMIN T. BRATT

### OFFICERS

LAWRENCE S. SCOTT.....President  
GEORGE A. WINTERER.....Vice-President  
VIVIAN J. JEWETT.....Secretary

### FACULTY ADVISOR

FRANK N. PARKER

# Square and Compasses Club

Founded at Northern Illinois College of Optometry, September, 1931



## OFFICERS

JUNE, 1933

WARREN H. MILLER.....*President*  
HERBERT T. SOWERS.....*Vice-President*  
ELDRED H. JENSEN.....*Secretary-Treasurer*  
JOHN K. SCHULER.....*Tyler*

JANUARY, 1934

HERBERT T. SOWERS.....*President*  
ELDRED H. JENSEN.....*Vice-President*  
JESSE T. SCOTT.....*Secretary-Treasurer*  
JOHN K. SCHULER.....*Tyler*

## HONORARY MEMBERS

T. G. Atkinson  
E. Coursen  
C. A. Dodge

W. J. Heather  
B. T. Hoffmann  
A. H. Johnsen

C. S. McGuire  
W. B. Needles  
J. A. Ross

"To remind its members constantly of the teachings of Freemasonry; to create a closer friendship and brotherhood among the Master Masons attending the College; and through its influence to help promote higher standards of the school." These were the aims and purposes of the club as set forth in its constitution at its inception as an active organization in the fall of 1931.

These are worthy and sincere purposes, but in themselves perhaps not so much different from those of other similar organizations; however, the methods and earnestness with which the members have striven to carry these out during the past year have made the Square and Compasses Club unique among the organizations of the school.

The teachings of Freemasonry and stimulation of brotherly feeling among the Master Masons attending Northern Illinois was accomplished in the monthly meetings and social functions made successes by stirring talks given by the club's staunch members and friends. The creation of closer friendship was extended over the entire student body and found expression this year in the "Round-up," an all school get-together and entertainment. This was conceived and sponsored by the club, aided financially by the College. Finally, the promotion of higher standards of the school was developed through the presentation of educational lectures.

The Square and Compasses Club has been adequately described as a club where Master Masons play and work together in perfect unity.

## ACTIVE MEMBERS, 1933 AND 1934

A. R. Crist  
R. E. Crump  
\*A. H. Fisher  
H. J. Hanold  
\*L. W. Hines

\*A. E. Heurich  
E. H. Jensen  
\*E. Kiefer  
C. H. Kingon  
F. C. Koch

W. H. Miller  
\*T. H. Riley  
J. T. Scott  
J. K. Schuler  
H. T. Sowers

F. C. Stilwill  
T. Q. Swanson  
C. M. Weaver  
F. B. Williams  
A. E. Hicks

\*January graduates.

## School Activities

### *The Round-up*

One of the most unique and successful events on the whole school calendar for 1934 was the first N.I.C. Round-up. The idea of the Round-up originated with the members of the Square and Compasses Club who conceived the idea that it would be a good plan to start a precedent for a school party for the purpose of welcoming new freshmen. The plan was presented to Dr. Needles who approved of it whole-heartedly, and accordingly the wheels were shortly set in motion to put the idea across.

The gala night arrived. Mr. Sowers, who acted as Master of Ceremonies, first introduced Dr. Wm. B. Needles, who in turn introduced all the members of the faculty. All the faculty members were thunderously applauded so that one might well say that the evening started out with a "bang." Next, the members of the basketball squad were presented by their coach, Mr. Berry—they also were well received. Then came stunts by the various fraternities and the sorority of the campus. Mu Sigma Pi Fraternity gave a royal ragging of our one and only Dr. Zoethout, and with the Pi Kappa Rho Sorority stunt, Dr. Heather came in for his share. Possibly no one enjoyed it quite as much as the two forementioned parties, unless it was the rest of the faculty. (Dr. Atkinson please note.)

After the program, coffee and doughnuts were served in the dining room and everyone seemed agreed that the first Round-up should by no means be the last one.

### *Tomb and Key*

On January 13, 1934, the Tomb and Key Honorary Fraternity gave its semi-annual dance at the Piccadilly Hotel. Practically the whole of the student body and a great many of our esteemed instructors and faculty members graced the party with their presence. Professor and Mrs. Occhiena, Dr. and Mrs. McGuire, Dr. Ross, Dr. John Needles, and Dr. and Mrs. Carl F. Shepard were those faculty members especially noticed. Dr. and Mrs. Shepard were celebrating their wedding anniversary (just which one was not disclosed).

The music, ranging from a languorous waltz to a snappy fox trot, kept everyone "on their toes," and all were sorry to hear Home Sweet Home.

The high spot, socially, of a successful semester for Tomb and Key, was the Semi-Annual Spring Dance held at the Hotel Piccadilly Roof Garden. This function is traditionally sponsored

by the faculty, and is the time of Auld Lang Syne before we scatter to every state, pledging to meet in future years. Dancing to a ten-piece orchestra and the cooling breezes of Lake Michigan, a crowd of seventy-five couples enjoyed a most pleasant evening. The success of this dance was due to the work of M. F. McGuirk, D. N. McLeod, and Wm. F. Keifer, who were chairmen.

### *Instructive Lectures*

Two interesting and instructive lectures were given by Dr. Wolff, the eminent ophthalmologist of our visiting staff. The first dealt with the subject of cataracts, the lecture being illustrated by slides showing the different types of cataracts and the ophthalmoscopic pictures showing the distinction between them. The second lecture by Dr. Wolff was on the subject of Glaucoma which was also supplemented by slides which, together with Dr. Wolff's extensive knowledge and vivid descriptions, did not fail to impress the student body with a greater appreciation of the characteristics and peculiarities of the disease.

Another important and highly educational lecture was given by Dr. Hoffmann of the clinical staff. The lecture was given in the evening and Dr. Hoffmann presented a series of slides, beautifully made and colored to give a faithful picture of each kind and various phases of ocular diseases. This was a rare opportunity and all in attendance fully appreciated the value of the slides as well as Dr. Hoffmann's explanations and lucid descriptions.

### *Phi Kappa Rho*

A very successful "Hard Times" dance was given at the Graymont Hotel, January 24, 1934, by the Phi Kappa Rho Sorority. No conception of the magnitude of the depression was possible until the guests arrived and displayed how badly the clothing business had suffered. As the "wee" morning hours arrived, "hard times" were forgotten as everyone enjoyed "good times" with the very best of society.

On April 6th the sorority gave a very interesting and unique dance at the Colosimos. This was followed, on April 23rd, by a farewell party for Mrs. Occhiena, who was to accompany "Papa Okey" to the South-Eastern Optometric Convention; and also a double shower was given for Harriet Arneson and Dorothy Hall.

To wind up a brilliant social season, the Annual Spring Senior Farewell Dance was held at the Edgewater Beach Hotel.



### *Phi Theta Upsilon*

Phi Theta Upsilon endeavors to build its men in two ways—educationally and socially. In furtherance of the first purpose, the fraternity held lectures, bringing to its members outstanding men from the field of Optometry as well as the allied professions and sciences. One of the best was given on April 23rd by Dr. T. G. Atkinson, whose fine lecture was well received and drew a great round of applause.

Augmenting this educational program, the fraternity gave numerous social functions. The usual welcoming party was given the in-coming Freshmen to create a friendly feeling between them and the members of the Fraternity. On the night of December 8th, the members gathered in the Walnut Room of the Bismarck Hotel for a Pledge Dinner Dance given in honor of the new members. The new members of the following Spring were given a similar reception on April 13th at the Terrace Gardens of the Morrison Hotel. Aside from the annual dances, the fraternity sponsors many other dinners, radio parties, and get-togethers. One of these worthy of particular note was the occasion of a banquet February 23rd at the Dorian Hotel, at which Dr. J. C. Copeland gave a lecture illustrated with motion pictures giving a complete story of the making of lenses as well as their effect on light.

Not to be omitted from this resumé, is the hard fought baseball battle in which the P. T. U's. came from behind in the last inning to defeat the Mu Sig's by an 8 to 6 score. This was staged on April 14th and was a well-earned victory for Phi Theta Upsilon, and stirred a great deal of fraternal as well as intra-fraternal spirit.

### *Omega Epsilon Phi*

The Omega Epsilon Phi Fraternity opened its social activities for this semester with a get-together dinner at the Chicago Beach Hotel. This was followed by the traditional bi-monthly dinners during the rest of the semester.

The speakers at these dinner meetings included Dr. T. G. Atkinson, Dr. J. Heather, and Dr. F. Keefe. These "pillars of optometry" gave most interesting and inspirational talks, and the men of "O. E. Phi" wish to insert here a word of thanks to them for their splendid efforts.

On March 7th, the fraternity gave a "Bridge" affair at the Bismarck Hotel with all members and pledges attending. The big event of the season, however, was the formal initiation held on April 20th, and the final gesture was a "bust" given in favor of the outgoing seniors.

### *Mu Sigma Pi*

Although the Mu Sigma Pi Fraternity was not founded solely as a social organization, its calendar always includes an ample number of social functions.

The principal event on the calendar of this semester was the dinner dance given on December 22, at which about thirty couples gathered in the Pompeian Room of the Bismarck Hotel. The semi-annual Formal Banquet, an all-day affair, took place Sunday, April 22nd, at the Del Prado Hotel. Initiation of the new class of members was the feature of the afternoon, and the evening was devoted to introducing these men to the honorary members and faculty over the banquet board.

The social calendar also provided for the "Smoker" given for new arrivals at the beginning of the semester on February 12, and then followed a series of regular monthly dinners with popular and well-known men as guests. Among the latter were Dr. T. G. Atkinson, Dr. W. J. Heather, Dr. J. C. Copeland, Dr. Carl F. Shepard, Dr. Samuel Ginsburg, Dr. Wm. A. Mendelsohn, and Dr. Irvin Borish.

The "Senior Farewell Dinner" was the final meeting, at which time the graduating members were consigned to the ranks of Optometry to help fight for professional and ethical practice in their chosen profession.

### *Round Table*

Several months ago a congenial dozen or so, from assorted classes, decided that their common interests in current questions were equally as wide as their professional concern. When such a group gravitates together, an ideally democratic organization is evolved. Such is the history of the Round Table Club which made its appearance in N. I. C. during the previous semester.

There is no mystery about the knights and ladies of this "Round Table." The only requirement is an insatiable curiosity, and the cabalistic sign is a question mark.

Sunday afternoon meetings were held, presided over by Dr. Beauchamp and Messrs. Lutz, Crump, Skilbeck, and Banks.

### *Square and Compasses Club*

The annual Thanksgiving dinner was given November 16th, 1933, at the Graymont Hotel. Besides the regular members, there were nineteen guests present, including all De Molay members of the student body. The De Molay were encouraged to organize a separate club of their own under the sponsorship of Square and Compasses. C. O. Ward of Boulevard Lodge, Chicago, was the speaker of the evening.

The semi-annual Senior Farewell Banquet took place on January 11th, 1934, at the usual meeting place. An impressive ceremony, planned some years ago and given at each Farewell Banquet by Dr. T. G. Atkinson, once more sent the graduating members on their way to the four corners of the earth in true Masonic fashion.

On March 15th, the club sponsored a lecture given by Dr. J. C. Copeland, in the school auditorium. Dr. Copeland presented motion pictures of the plant of Bausch & Lomb Co., showing various processes of manufacture of their products which provided interesting and instructive entertainment for the more than one hundred and fifty students and friends in attendance.

April 19th, the club shared the sponsorship with Tomb and Key of a lecture on "The Relation of the Optometric Profession to the Industry," by Col. John R. Glennon of the American Optical Company. "Okey" introduced Col. Glennon, whose lecture contained many practical and educational aspects which were enthusiastically received and appreciated by all those who filled the auditorium.

### *The Michigan Optometric Club*

On March 30th, 1934, four students of N. I. C. from the State of Michigan, conceived the idea of forming a Michigan Optometric Club, for the prime purpose of the promotion of ethical and professional optometry.

The club was formed immediately, with Professor E. Occhiena as faculty advisor and the four students, M. J. Rosenthal, David Rose, B. T. Bratt, and L. I. York, as charter members.

The first meeting was called on April 5th, 1934, for membership of every Michigan student in the college. Forty-five made application for membership. At the second meeting, the club increased its membership and permanent officers were elected as follows:

J. H. SKILBECK .....	President
N. R. BECKER .....	Vice-President
GOLDIE GRAY .....	Secretary
DAVID ROSE .....	Corresponding Secretary
E. B. SLOCUM .....	Associate Secretary

The organization of this club has been endorsed by the Michigan State Society of Optometry and as a result the potentialities of the group look very promising.

It is with the thought in mind that, "In union there is strength" that the members of the Michigan Optometric Club stand banded together to make Optometry, in the true sense of the word, a cleaner and more ethical profession.

### *Omega Delta*

Omega Delta, the oldest fraternity at N. I. C., rounded out another year of activity and good fellowship. Alpha Chapter swung into its 17th school year with the same enthusiasm that has carried it through so many previous years with flying colors.

The first big event was the Afternoon Tea and Smoker, Sunday, Sept. 24th. Following this was the rush party given for prospective members at the Terrace Gardens, Sept. 29th. To complete the rush period, there was a tour of the city on Sunday morning, Oct. 1st, which included most of the Chicago high-spots. The regular bid-banquet was held Thursday, Oct. 5th, at Graymont.

Alpha now began plans for the Eastern Regional Conclave of Omega Delta, held here in Chicago, Nov. 4th and 5th. All reports showed a very successful convention, with a large number of delegates and alumni present.

Omega Delta carried on through the year with its usual and varied activities. Immediately after the holidays, election of officers for the second semester was held and Ralph M. Abel, of St. Louis, was chosen President, to succeed Geo. M. Robertson, of Minneapolis.

In late January, Alpha established headquarters at the Graymont Hotel. All members felt this was a great step forward because of the dire necessity of a house for such an organization as O. D.

Time marched on and before Alpha realized, rush period was here again. Two novel and extremely interesting functions were given for prospective members. Sunday evening, Feb. 4th, about 50 members and guests attended a National League hockey game between the Chicago Blackhawks and the Boston Bruins. Following this on the rush program was a tour of the N. B. C. Studios in the Merchandise Mart building, on Wednesday, Feb. 7th. Vincent Lopez played host with a program of typical Lopez music. Last, but not least, was the dinner-dance for the new men, held in the Gold Coast Room of the Drake Hotel, Thursday, Feb. 15th.

For the better part of a month, "all was quiet on the Alpha front." A "bowery" dance on St. Patrick's Day broke the serenity of pledge period in a novel fashion.

The last function on the calendar was the dinner-dance given for the graduating brothers. This last big fling was held at the Stevens Hotel, May 5th, 1934.



## The Season's Record

Nov. 29—Optometry...	32	University of Chicago.....	32
Dec. 5— " .....	20	Chicago Normal College.....	22
" 11— " .....	32	Wheaton College .....	52
" 13— " .....	37	North Park College.....	29
" 15— " .....	48	U. of Ill. Col. of Pharmacy....	15
Jan. 10— " .....	46	Ill. Col. of Chiropody.....	15
" 13— " .....	38	American Col. of Phys. Ed....	29
" 16— " .....	50	Ill. Col. of Chiropody .....	31
" 18— " .....	31	North Park College.....	29
" 23— " .....	66	Chicago Tech. College .....	20
Feb. 3— " .....	27	George Williams College.....	45
" 10— " .....	40	Chicago Normal College.....	41
" 16— " .....	48	American Col. of Phys. Ed....	31
" 23— " .....	38	Donnelly's Lakeside Press .....	22
" 27— " .....	10	Sappanos Paint (default).....	0
Mar. 2— " .....	45	Loyola U. (Frosh).....	20
" 13— " .....	33	Rockhurst Col., Kansas City...	22
" 14— " .....	34	Gridley Chiefs, Wichita, Kan..	40
" 22— " .....	40	Inland Steel, Ind. Harbor.....	24



JOHN W. NEEDLES, OPT.D.  
Director of Athletics

For the past three years athletics have become more and more in the spot-light at Northern Illinois College. The primary reason for this was the remarkable success of the college basketball teams. Therefore we shall devote this space to a summary of the sudden rise of our major sport.

Two years ago the Northern Illinois College basketball team surprised the local sport fans by defeating several strong combinations, principally because of the playing of Rich Needles and Bill Whitehead, son and nephew of our president.

The following year three more stellar players were added to the ranks in the persons of Jim Custard and Lennie Mayer, both former Chicago High School stars, and Ben Davis, star of Liberty High, Liberty, N. Y. The team that year made the remarkable record of twelve games won and six lost against Junior Colleges, Technical Colleges, etc., in and around Chicago.

When the call for candidates for the basketball team was sounded this year there were thirty-seven men who answered, each one eager to win a berth on the squad. Coach Gene Barry drilled these boys and little by little built up an unusually strong, fast team. A hint of what to expect was given in a practice game with the University of Chicago varsity squad, which, after two overtime periods, ended in a deadlock, 32 all.

The season started rather shakily with two defeats at the hands of Chicago Normal College and Wheaton College of Wheaton, Ill., although both losses were by narrow margins. Then the N. I. C. boys started a winning rampage which was not stopped until they had won nine successive games. The regularly scheduled season ended with a record of fifteen wins and five defeats.

As a reward for the splendid showing the budding Optometrists had made, Dr. Needles en-

tered the team in the National A. A. U. tournament at Kansas City, Mo. To play in this tournament is the ambition of every basketball player, as the winning team is declared world champions. The 1933-34 squad of Northern Illinois College has realized that ambition. On March 9th a party of fourteen, including our President, Dr. W. B. Needles; Dr. John Needles, director of athletics; Coach Gene Barry, Manager Ed. Forszt and ten members of the team journeyed to Kansas City.

The first round of the tourney found the Optometrists with a bye. In the second round they met the fast Rockhurst College team of Kansas City, one of the favorites to win the tournament. Under great odds the game little Optometry team scrapped their way through to a 33 to 22 victory. Capt. Jimmy Custard bore the brunt of the attack, scoring sixteen of the thirty-three points and playing a beautiful floor game.

The opening of the third round found the "eye" boys among the remaining ten teams of the original fifty-seven entered. They met the Gridley Chieftons of Wichita, Kan., former title holders. A fierce struggle resulted with the score sawing back and forth until the final minute. The game ended with the Optometrists on the losing end of a 34 to 40 score. The "kids" went down fighting to the last minute and they won a tremendous round of applause from the 7,000 spectators. The trip was a huge success and we are proud of these boys who fought so gamely for their college and for Optometry.

The team personnel was as follows: Capt. Jimmy Custard, f; Lennie Mayer, g; Gordie Taylor, f; Ben Davis, c; Chuck Chmielinski, g; Art Massey, f; Pat Virant, c; Zack, f; Heath Crumbaugh, g; Austin Prichard, f; Bob Brown, f; Herb Lenz, f.



## Why Optometry is a Profession

EUGENE FREEMAN, A. B.

NO man ever knowingly commits an act that is not to his own best interests. Right or wrong, a man always chooses what he thinks is best for himself; and the wise man is the one who is far sighted enough to forego what appears to be best for him at the moment if it conflicts with what is best for him in the long run. The new graduate who embarks upon a commercial career in optometry believes that he is choosing what is best for himself, but he is mistaken. On every count but one, namely, the amount of money earned during the first year or two of practice, it is more worth while to practice optometry as a profession than it is to make of it a business.

There is no better way for the young optometrist to convince himself of this fact than by talking things over with as many commercial and professional optometrists as he possibly can, especially if he is able to see their books. He will discover that the optometrist whose income is the largest is the man who has built up a professional office practice. Furthermore, if he is a keen observer of human nature, he will discover that the optometrist who seems to be the happiest, the one that has the most self respect and pride in his work, the most prestige and social standing, the one (and perhaps the only one) who is accepted as a professional man, is the optometrist who conducts an ethical office practice.

Paradoxically enough, it is the man engaged in commercial or semi-professional practice, without the courage or the foresight to accept the full responsibilities of professionalism, who is protesting most vigorously that optometry is a profession and that he is a professional man. He is partly right. Optometry is a profession but he does not quite belong to it. The degree of "Doctor of Optometry" that is con-

ferred upon an optometric graduate by his college does not make him a professional man — it merely grants him the privilege of making a professional man out of himself; and his doctor's title is meaningless unless he avails himself of this privilege. Regardless of what he calls himself, the commercial optometrist, conducting a high pressure business in lenses and frames in a credit jewelry store or in a department store or in an optical chain store, is not a doctor.

The public, however, judges optometry by the men who call themselves optometrists, and the title of optometrist has been so vividly associated in the public mind with commercial and semi-professional practice, that an increasing number of professional practitioners of optometry are now using some more distinguished title, such as "Optometric Eye Specialist," "Refractionist," or just plain "Eye Specialist." This is, perhaps, a mistake. A profession does not give itself a new name every time it makes a step forward toward becoming more professional. Dentistry a generation ago was for the most part as unprofessional as Optometry has ever been. But it was by dropping its unprofessional practices, and not its name, that dentistry became recognized as a profession.

The prestige of the title of "Optometric Eye Specialist" is limited by the prestige of the term "Optometry" from which it is derived. The only way that the prestige of any of the titles derived from the term optometry can be increased is by building up the prestige of the profession as a whole. And it is the very man who calls himself an optometric eye specialist that could further his own interest and those of his profession best by calling himself an optometrist. For he is the man that the public must know as an *optometrist* if the profession of op-

tometry is to receive the prestige that it deserves.

Let us stop at this point to consider what it is that makes optometry a profession. A profession may be defined as a limited, clearly demarcated vocation, requiring both liberal and technical training, and dedicated to humanitarian ideals. The most distinguishing characteristic of a profession is that its members place service to their fellow man above all financial considerations. This is emphasized in the first article of the code of ethics of the American Medical Association, which states that.

"A profession has for its prime object the service it can render to humanity; reward or financial gain should be a subordinate consideration."

An optometrist who conforms to this first demand of professionalism has gone far towards making himself a professional man.

Besides this first all-important requirement, there are five major characteristics of a profession:

The first is that its members must be controlled by a central organization which prescribes and enforces its ethical standards. Thus the prestige of a profession, which depends largely on its ethics, is in the hands of its central organization. The American Medical Association, with 90,000 members out of the 150,000 medical men in the country, has shown how much a strong organization can do for a profession in controlling its members, raising its standards, and gaining the respect of the public. While there are also 150,000 lawyers in the country, the American Bar Association has only 25,000 members, and this fact seems to be reflected in the prestige of the legal profession. The American Optometric Association has been constantly gaining in strength and it now has 8,000 members out of the 16,000 optometrists in the country. Membership in this association is the indispensable pre-requisite to professional and ethical standing in optometry, and the rapid growth of the organization reflects the rapid rise of optometry as a profession.

The second characteristic of a profession is that its functions must be clearly demarcated. It is necessary to draw a sharp line between the activities that belong to a profession and those that do not. Legally, the functions of optometry have been very clearly demarcated from the functions of medicine; and professionally, they have been clearly demarcated from the functions of the semi-professional business man. Nevertheless, there still remains one internal problem of demarcation that has not been settled, and that is the problem of dispensing. There are some optometrists who declare that optometry to be professional must pattern itself after the medical profession, and should therefore do no dispensing, but should turn that function over to the optician. Others, however, affirm that optometry is more analogous to dentistry than to medicine, and that the optometrist should therefore do his own dispensing, as the dentist does. Without entering into the debate on this question, we may point out, however, that the primary function of the optometrist is writing a prescription or giving treatments, and not selling glasses. The optometrist who does his own dispensing should never forget this fact, and he should charge a separate fee for his professional services.

Due to the fact that the doctor of optometry at present is not permitted to perform any medical or surgical functions, some misapprehensions have arisen as to whether or not he is a full fledged doctor. But the title of doctor is not reserved exclusively for the medical profession. "Doctor" is the Latin word meaning "knower of—". A man may be a doctor in any branch of science or culture. When a man has a Ph.D. degree in physics, or literature, or psychology, or physiology, or mathematics, he is called by the title of doctor, which means simply that he is a "knower of" his own specialized field. Similarly, a man with an O.D. degree is called by the title of doctor because he is a "knower of" optometry. In all these cases, "knower of"



pre-supposes a number of years of specialized college training, whose adequacy has been tested by comprehensive examinations or by state boards. Thus the doctor of optometry is just as much a full fledged doctor as a doctor in any other field. Furthermore, the optometry degrees are the only legally recognized doctoral degrees conferred for specialized study of the eye. Such titles as "oculist" or "ophthalmologist" are *self-conferred* and do not necessarily pre-suppose any more than the usual sixty hours of study of the eye offered in the general medical course.

The third characteristic of a profession is that it requires liberal and technical training. The dictionary definition of a profession is that it is a specialized vocation characterized by a liberal education. A profession is judged by the cultural level of its members, and all the professions require their members to secure a liberal education. The new three year course at Northern Illinois College has been planned with this requirement in mind. The value of a liberal education to an optometrist can be measured by both practical and cultural standards. Practically, it brings him more patients, because it enables him to reach a much higher type of clientele than he could without it. Culturally, it enriches his personality and makes his life fuller and more enjoyable, by giving him a wide variety of extra-professional interests. An optometrist will find it very valuable to carry on his liberal interests and activities all through his life.

The technical training of the professional man is, of course, the most essential part of his education. An optometrist, especially one who graduates from Northern Illinois College, can well be proud of the technical training and education that he has received. No professional man receives a more intensive training in one highly specialized field than the optometrist.

The fourth characteristic of a profession is that it demands a probationary period

with little or no financial returns. The first year's income in such professions as medicine, law, teaching, engineering, etc., is usually very scanty. Optometry if practiced as a profession demands a similar sacrifice. The first year of an office practice in optometry should be considered to be a sort of voluntary internship which is a necessary pre-requisite to a professional career.

The fifth characteristic of a profession is that a professional man charges a variable fee instead of a fixed price for his services. This is one of the most distinctive differences between the professional and the non-professional pursuits. The professional man bases his fee partly upon the importance of the services he renders to his patient, and partly upon the difficulty of the case and the amount of time he spends upon it. He also adapts his fee to the patient's ability to pay, for it is only by charging proportionately higher fees to those who can afford it that he is able to fulfill the humanitarian obligations that his profession imposes of treating all worthy patients regardless of how little they can pay him.

The prospects of the new graduate who enters into ethical office practice today are extremely bright. The functions of the optometrist are constantly being broadened by new developments in optometric science. Various new methods of visual training, and techniques such as the use of contact lenses for the correction of conical cornea; telescopic lenses for the improvement of subnormal vision; mechanical crutches for the correction of ptosis; and post-hypnotic suggestion for the treatment of psychic squint, have opened up unprecedented opportunities for research and practice in professional optometry, and are gaining for optometry unreserved acceptance as a profession. It is true that we have our fringe of racketeers; but there are quacks and shysters and frauds in every profession. Both the public and the profession can be protected from them, however, by outlaw-



ing them from the professional organizations. The public is learning to recognize the membership card in the organization as a guarantee of ethical and skilled professional services, and to withdraw its confidence from all practitioners who are not members of their professional organizations.

The optometrist, therefore, who conforms to the highest standards of professional ethics, such as membership in the professional societies; location in an exclusively

optometric office, preferably upstairs; restraining advertising in accordance with the ethical code of his state society; subordinating dispensing to a minor role; charging professional fees, with a separate fee for examination; and above all, making the welfare of his patients his primary concern, will be the only one to reap the rich harvest of rewards that optometry is rapidly bringing as it gains the prestige of professionalism.

## PRACTICE BUILDING

*(Continued from page 28)*

sideration lies in dispensing. I have seen numerous Optometrists who were able to present a complete eye examination so masterfully that when it was completed, they represented to their patients the very heights of professionalism. And at this time they were eligible to any reasonable examination fee and could have collected it. But instead, they took a toboggan slide down into a drawer full of assorted "glasses" and proceeded forthwith to enter into the bargaining which is associated with commercialized dispensing. Almost instantly, they proved to their patients that all along they had really been merchants and not professional men. From then on any mention of an examination fee would have been taken as a joke, and rightly. Limitations of space prevent repetition of the plans for dispensing which have been offered, as well as any discussion of the problem. Suffice it to say that at this point your most careful planning is imperatively demanded, because you must separate your professional services from merchandising.

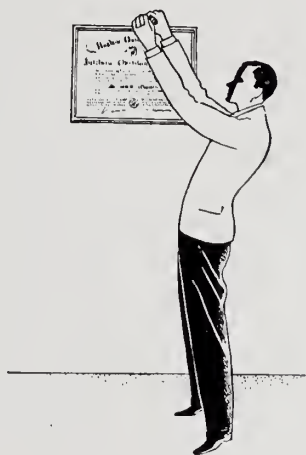
Many other factors may occur to you, but we shall consider at this time only one more, namely, "professional correspondence." It is never very difficult to discover by whom each patient was referred to you. Some brief note of appreciation to this person should always go out on the same day, so that you can say, among other things,

"Thank you for sending Mrs. Brown to me today." During the examination of each patient, be sure to select some point of particular interest, both to the patient and yourself, about his case. Note it carefully, and explain its significance to the patient, promising to consider it again at the next examination. A letter which you may send six months or a year later should be centered about that particular point. A form letter is practically worthless, because it rarely appeals to personal interests; but your letter, based as it is, entirely on the patient's own particular interests, will assure his return, or his continued good will.

My closing counsel to you is my most reiterated teaching — "THINK." Think while you are building your practice. You will never be able to overdo it; and the more you think in planning your practice, the firmer you will build. Longfellow has expressed this same truth in imperishable verse:

"For the structure that we raise,  
Time is with materials filled;  
Our todays and yesterdays  
Are the blocks with which we build.  
Nothing useless is, or low;  
Each thing in its place is best;  
And what seems but idle show  
Strengthens and supports the rest.  
Build today, then, strong and sure,  
With a firm and ample base;  
And ascending and secure  
Shall tomorrow find its place."

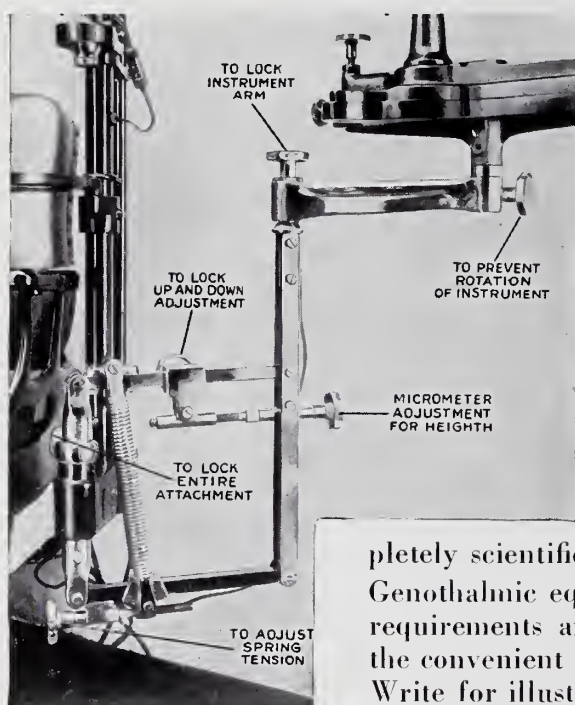
## Hanging Your Diploma



*This memorable event will mark the day when you set up the offices in which you will practice your profession. There on the wall, for all to see, it will represent your years of study and hard work to become proficient in your profession . . . Now comes the task of building your professional reputation. Here, new factors enter into the progress of your career: the appearance of your offices, the efficiency of your equipment, the accuracy of your instruments, the quality of the lenses, mountings and frames you use . . . May we cooperate with you to make the total of these factors a worthy complement to your education and training. Our one hundred and one years of optical progress has fitted us to serve well your every requirement for building and holding your practice.*



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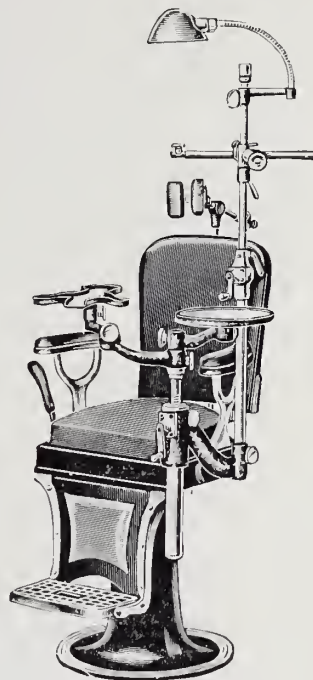
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